

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Distribution**DATE:** September 13, 1995**FROM:** Marian Wood**SUBJECT:** LUCKY STRIKE RESEARCH

Recently, new Lucky Strike outdoor advertising has been identified in New York and in California. The visual on these ads shows the pack logo. However, it is believed that a global campaign is currently being developed for Lucky Strike that is different than this pack logo advertising. Based on the information available, the global campaign is expected to be similar to the Lucky Strike advertising that is now running in Germany.

Therefore, we will expose English versions of the German ads to consumers in order to gauge reactions. Specifically, a total of fifteen in-depth interviews will be conducted among Marlboro and Camel YAMS on Thursday, September 21st. The research will be held from 2:00 p.m. - 6:15 p.m. at:

The New York Conference Center  
240 Madison Ave. (Between 37th & 38th)  
5th Floor  
New York, NY  
(212)682-0220

Also, during this research we will show consumers some new Marlboro gear and assess reactions.

Please let me know if you plan on attending. Thank you.

**Distribution**

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